THAT 1 PAINTER · 30 LOCATIONS MANAGED

$800K+ a month from paid advertising.

How MarketKing added $800K+ in monthly revenue from paid ads across the 30 That 1 Painter locations we managed — inside a national franchise of 400+ territories.

$800K+	1,500+	$70	3×
Monthly revenue from paid ads	Leads per month	Cost per lead	Lead volume growth



Overview

Client: That 1 Painter — 400+ territory U.S. painting franchise (incl. pending); MarketKing managed 30 locations

Service: Residential & commercial painting, franchise growth marketing

Channels: Google Search, Meta Ads, location-level tracking & CRM

OUTCOME

Added $800K+ per month in revenue generated directly from paid ads across the 30 locations MarketKing managed — scaled from inconsistent local lead flow to 1,500+ qualified leads/month at $70 CPL, with full attribution for every managed location.

The Problem

30 locations inside a fast-growing national franchise — but no unified paid ads system.
Bad ad spend. No tracking. No cross-location performance visibility.

No centralized tracking

Each location ran ads separately with no unified tracking. No way to measure performance across locations or attribute revenue to specific campaigns.

Bad ad spend & no ROI

Budget spread thin across locations with no targeting strategy, generic creatives, and no framework for testing what actually drove booked jobs.

No multi-location performance system

No visibility into which locations were growing, which were struggling, or which paid ad tactics were driving results across them.

Inconsistent lead quality

Leads were unpredictable in volume and quality. No high-converting funnel, no qualification system, and no follow-up to convert inquiries into booked jobs.

Before MarketKing: *many locations, no unified paid ads system, unpredictable revenue, and unprofitable spend.*

What We Did

MarketKing rebuilt the paid ads engine for the 30 locations we managed — from the ground up

We didn't just run ads — we rebuilt the paid revenue system for our 30 locations: centralized tracking across every one of them, a consistent brand across all 30, full-funnel paid campaigns on Google and Meta, and a performance dashboard that showed exactly what was adding revenue.

TRACKING
Centralized attribution
Unified tracking across all 30 locations — every lead and booked job mapped to its source campaign.

CREATIVE
Consistent brand system
Standardized creative and messaging across all 30 managed locations — 3× quality improvement.

PAID MEDIA
Full-funnel campaigns
Google Search + Meta Ads per market, full UTM stack, call tracking, CRM synced per location.

RETENTION
Lead management
High-converting landing pages + automated follow-up sequences for each managed market.

OPTIMIZATION
Weekly testing cycles
High-intent seasonal offers tested weekly — scaled to 1,500+ leads/month at $70 CPL.

REPORTING
Performance dashboards
Location-level reporting — every managed location tracked individually and benchmarked against the others.

RESULT

What the numbers look like now

$800K+
Monthly Revenue from Paid Ads
Scaled from inconsistent local lead flow to a unified $800K+/month revenue engine added directly from paid ads — across our 30 managed locations.

1,500+
Leads Per Month
3× increase in lead volume — driven by full-funnel Google + Meta campaigns with location-level targeting across our 30 markets.

$70
Cost Per Qualified Lead
High-intent offers and precision paid targeting delivered $70 CPL at scale across the 30 managed markets.

3×
Ad Quality Improvement
Rebuilt creative system delivered 3× quality improvement — consistent brand across all 30 managed locations.

What Changed

✗ FROM

- ✗ 30 locations running independently — zero unified paid ads system
- ✗ Bad ad spend with no ROI visibility or attribution
- ✗ Inconsistent lead quality — no follow-up system
- ✗ No location-level paid performance tracking

✓ TO

- ✓ $800K+/month added from paid ads — unified engine across all 30 managed locations
- ✓ 1,500+ leads/month at $70 CPL — tracked and attributed
- ✓ 3× lead volume growth with consistent brand system
- ✓ Full performance dashboard — every managed location visible

Wanna be our next success story?

- Book a Complimentary Growth Audit — we'll show you exactly where your marketing is leaking revenue
- Get a clear map of what's broken, what's missing, and how to fix it
- Walk away with a step-by-step growth plan — whether you work with us or not

$800K+ monthly revenue from paid ads
1,500+ leads/month at $70 CPL

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